

Criterion B: Developing ideas

Students should be able to:

- i. develop design specifications, which clearly states the success criteria for the design of a solution
- ii. develop a range of feasible design ideas, which can be correctly interpreted by others
- iii. present the chosen design and justify its selection
- iv. develop accurate and detailed planning drawings/diagrams and outline the requirements for the creation of the chosen solution.

The student gets 7-8:

- i. develops detailed design specifications (based on the analysis of the research), which explain the success criteria for the design of a company branding (logo, name, tagline)
- ii. develops a range of feasible design ideas for the company branding, using an appropriate medium(s) and detailed annotation, which can be correctly interpreted by others (people & client)
- iii. presents the chosen design and justifies fully and critically its selection with detailed reference to the design specification. (This will include feedback from the client's perspective and other peoples' opinion)
- iv. develops accurate and detailed planning drawings/diagrams and outlines requirements for the creation of the final design. (This should be more detailed compared to the range of design ideas generated).